

## *AutoHook Grows Lebanon Ford's Lead-to-Show Ratio by 36% with Targeted Incentive Program*



### Challenge

Lebanon Ford Inc. is one of the premier dealerships in Ohio and is recognized in the automotive space as a technology leader, providing an exceptional car shopping experience and offering unique services. Last year, Lebanon Ford focused on increasing web traffic resulting in a 70% increase over the previous year. With this success underway, Lebanon Ford was looking for a way to capitalize on the massive influx of site visitors and drive more car shoppers into the showroom. They also wanted to ensure more ready-to-buy shoppers came to their showroom for a test drive.

### Goals

- Drive qualified car shoppers to dealership
- Increase vehicle sales
- Target high-value customers
- Improve effectiveness of traditional outbound marketing programs

### Strategy

To achieve these goals, Lebanon Ford launched Autohook's managed incentive platform, which drives in-market site visitors into the dealership with a gift card offer that can only be redeemed in person with a test drive.

To kick-off the implementation, AutoHook applied an overlay featuring a targeted offer on Lebanon Ford's website. The overlay was revealed only to visitors who showed in-market shopping behaviors, such as searching new car inventory. These shoppers were given the option of choosing from three different \$25 gift cards in exchange for a small amount of personal information and ultimately, a showroom visit and test drive.

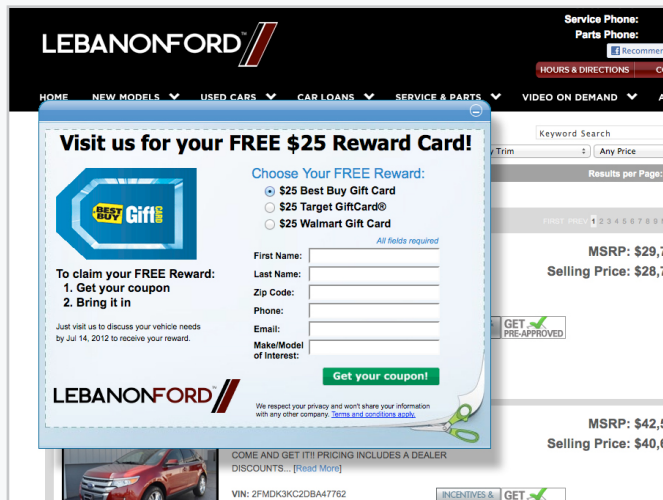
Upon submission of their information, customers were given a coupon code to be presented to their salesperson at the conclusion of a test drive. The salesperson would then simply enter the code into the AutoHook web-interface, and the customer would receive their gift card in the mail within the coming weeks. AutoHook handled the entire process from design and development of the overlay to gift card fulfillment.

“As a rural dealer between two metro areas, it is important that we show value in our store and give people a reason to drive past other dealers. We are able to do this by utilizing the products offered by AutoHook.”

- Zach Bello  
Marketing & Communications Manager,  
Lebanon Ford

With incoming leads, Lebanon Ford also created campaigns that target customers based on variables including lead source, vehicle type, and demographic information. Given Lebanon Ford's rural location, this is extremely valuable for reaching customers in the zip codes of their closest competitors.

Even in today's digitally-connected age, not all customers are car shopping online. To reach customers through a more traditional touch point, Lebanon Ford utilized AutoHook to advertise the same gift card special on direct mail pieces. The tactic worked the same as the web overlay.



**LEBANONFORD**

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1. Print this coupon now (if you can't print it, write down the Coupon code)
2. Bring to the sales department by Jun 23, 2012
3. Discuss your vehicle needs with a dealer, who will validate your coupon

**Come in and speak with a dealer by Jun 23, 2012.**  
You must bring your coupon code to qualify.  
Lebanon Ford thanks you for the opportunity to earn your business!

**Customer:** Erin  
**Dealer:** Lebanon Ford  
770 Columbus Avenue  
Lebanon, Ohio 45036  
**LEBANONFORD**

**Coupon Code: 1171-3566**



Coupon Offered to Target Customers

## Results

From the very first month of implementation, it was clear that the AutoHook solution drove measurable sales results that would not have occurred otherwise. Of all the leads generated and offered an incentive, more than 36% completed a test drive (higher than AutoHook's average of 31%). Even more impressive, 50% of those leads who completed a test drive purchased a vehicle from Lebanon Ford – 73% of which were first-time customers.

## Conclusion

With AutoHook, Lebanon Ford was able to successfully connect with highly qualified shoppers at key decision points in the purchase funnel. The flexibility of AutoHook's platform allowed Lebanon Ford to maximize the efficiency of incentive placements and focus on the tactics that would yield the most sales.

Lebanon Ford plans to incorporate AutoHook where they want to foster buying behaviors and monitor results. They are including AutoHook on event materials such as Football 101 for women in June 2012. Lebanon Ford is hosting the event and targeted gift card offers to their female audience. Additional considerations for expanding the success seen with AutoHook will be evaluated and implemented when the business opportunity aligns with goals.

“ We can attribute a significant number of incremental sales each and every month to leads captured via AutoHook offers. My staff is happy, my customers are happy, and our business is growing. My only regret is not implementing Lead-to-Show sooner! ”

- Zach Bello  
Marketing & Communications Manager,  
Lebanon Ford

**AutoHook**

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